

# News Release



April 14, 1993

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## MEDIA ADVISORY

### Founder of Aerobic Exercise to Speak at Seminar on Corporate Wellness Programs Sponsored by Sea World, GTE and BCBSF

**WHO:** Sea World, GTE and Blue Cross and Blue Shield of Florida (BCBSF).  
**WHAT:** 1993 Central Florida Health Care Forum focusing on wellness programs that promote employee health and help manage health care costs. A **press availability and free health screening/photo opportunity** are also scheduled.

Seminar speakers include:

**Dr. Kenneth Cooper**, Director of the Cooper Aerobics Center in Dallas, Texas. Cooper is an internationally-recognized physical fitness expert and author, and is considered to be the founder of the aerobics movement. He will speak on the "Boom in Preventative Medicine and Corporate Wellness."

**Cindy A. Cline, MPH**, Area Manager, Health Program Development, GTE. Cline will speak on "Quality Standards for an Employee Health Promotion Program."

**Dr. Ted Hamilton**, Medical Director, Florida Hospital. Hamilton will address "Hospital-based Corporate Health and Wellness Programs."

**WHEN & WHERE:** Friday, April 16  
Grand Cypress Villas  
Executive Conference Center  
1 Grand Cypress Blvd - ORLANDO

**PROGRAM:** 8:45 a.m. - 10:15 a.m. Dr. Cooper's remarks  
10:15 a.m. - 11:00 a.m. Cindy Cline's remarks  
11:00 a.m. - 11:15 a.m. Press Availability with Dr. Cooper, Cindy Cline and Dr. Hamilton  
11:15 a.m. - 12:00 Dr. Ted Hamilton's remarks  
1:00 p.m. Free health screening (cholesterol, blood pressure, overall fitness) provided by Florida Hospital to Seminar participants

